

IDEA NATION: Turning frustration into invention

Introduction

Good morning everyone, I'm Kathy Reid and over the next five minutes we're going to explore an alternate timeline - a timeline in which some of the ideas we take for granted today weren't thought of - a timeline in which frustration was *not* turned into invention.

Then, I'm going to cover some techniques to help you create the future *you* want, and turn your **frustration** into **invention**. Sound good?

Warm Beer

Our alternate timeline only has warm beer.

Warm beer cries of eeeew from the audience!

Without James Harrison inventing commercial refrigeration in the 1850s, many of you would be drinking warm beer. It's a hideous thought isn't it!?

James Harrison first built an ice making system, and improved - iterated - upon that design, patenting a compression refrigeration system in 1857.

IMAGE LINK:

<https://amazingpeopleeducation.files.wordpress.com/2013/10/harrison-james-1st-patent-on-ice-making-machine-1856.jpg>

And because of this, there are many **flow-on benefits** we take for granted - cold storage for food, ice cream trucks and so on.

Flow on benefits themselves are great ideation techniques - extending an existing idea or invention. For example, speaking of beer, we have the **stubby holder** - keeping cold beer cold for longer!

Hills Hoist

So, you might have nice cool beer in summer now, but what about winter? Ever have damp clothes that you just can't get dry? Yuck!

Yep, in our alternate timeline, washed clothes stay damp.

Damp clothes shudder

Lance Hill was an industrial designer in the 1940s, and he invented the rotary clothesline - the eponymous Hills Hoist.

Like many industrial designers, Hill saw a problem - damp clothes - and an opportunity - spacious back yards, and plentiful wind, and was able to combine the two. Here, we see a good example of SWOT analysis to help us be inventive - comparing Strengths, Weaknesses, Opportunities and Threats.

IMAGE: <http://cdn.newsapi.com.au/image/v1/000f22f9a1af979f80976a0a4eb69e44>

The Ute

Right, so we have cold beer in summer and dry clothes in winter, but what about getting around? And what if you're a farmer or tradesperson and need to transport produce or equipment, and still carry your family around?

In our alternate timeline, there's no vehicle that can do both.

And that's exactly the problem that Lewis Bandt solved, when he designed the first Ute at Geelong's Ford plant here in the 1930s. It was the car that could deliver produce to market on Monday, and take the family to church on Sunday.

It was a great example of another ideation technique - **attribute listing** - identifying the attributes you would like your dream product to have.

IMAGE:

https://upload.wikimedia.org/wikipedia/commons/thumb/4/43/1934_Ford_Coupe_Utility.jpg/1280px-1934_Ford_Coupe_Utility.jpg

Ideation techniques you can use at home

Can you imagine life now without cold beer, dry clothes and a practical way to get around? I know I can't! Each of the solutions - refrigeration, the Hills Hoist, the Ute - **emerged in Geelong (!)**

(See what I did there!)

If you're lacking for ideas, there's many techniques to generate them. A problem or irritation is often the seed of a great idea - necessity as they say is the mother of invention.

But there are other techniques which you should consider too:

Reverse thinking

We've used something called *REVERSE THINKING* here to think what life would be like without some common ideas and inventions, and this is a really great technique for thinking about how you want a situation to be different from how it is now.

Brainstorming and daydreaming

You will have heard of *BRAINSTORMING* and *DAY DREAMING*, where you simply think in an unbounded way about a problem - and refine your ideas later - but there are many others.

Story boarding and mind mapping

With *STORY BOARDING* and *MIND MAPPING* you can explore new ideas and **importantly** - the connections between them.

Space for ideas

You may also find that being in a particular *SPACE* - and tinkering or playing with objects or creations - is a way to generate new ideas. And it just so happens that soon, the city will have the **Creative Geelong MakerSpace** - a place to bring ideas to life - come chat to me about it during a break!

Todd has linked some more information up about ideation, and with this you can generate ideas for the things that frustrate **you and create your own alternate future**.

Thank you

(After)

Jason will then be able to lead some discussion and activities with the audience about this topic.